The new troika that will rise and fall with NBC
The upheavals that census caused in TV markets

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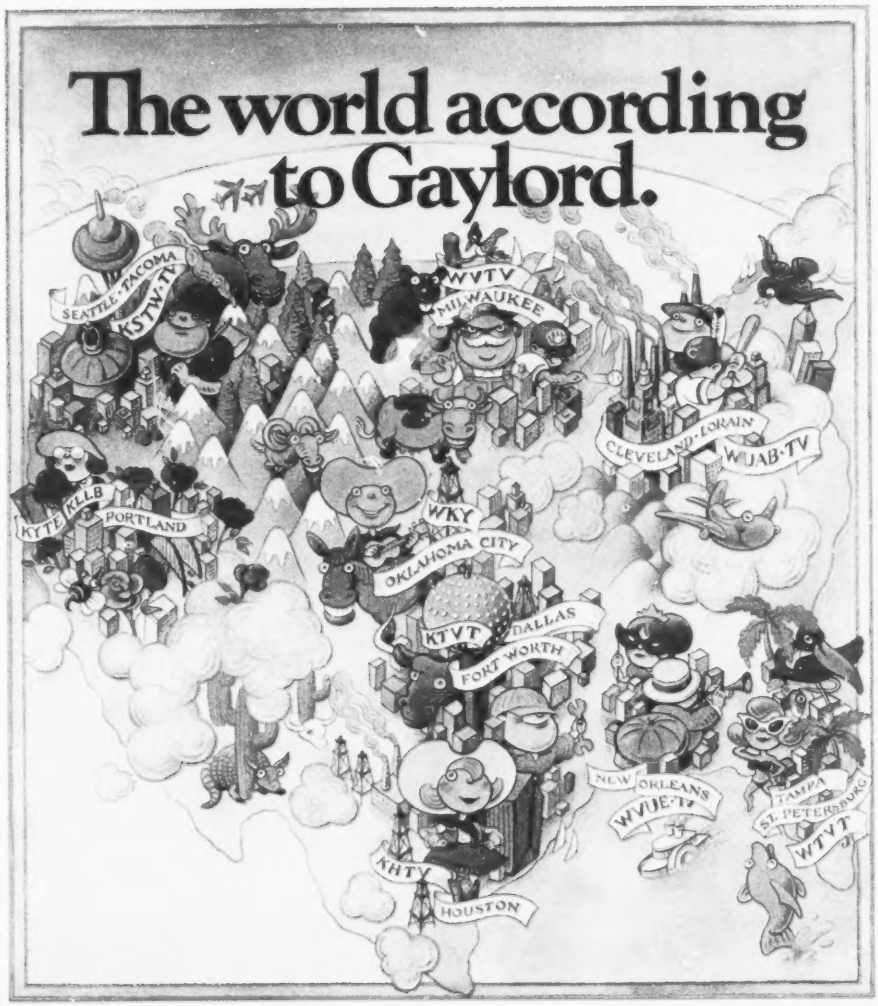

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The Week in Brief

TOP OF THE WEEK

SEGELSTEIN MAKES THREE ☐ Chairman Tinker picks NBC-TV's president to be vice chairman, succeeding Salant who becomes general adviser to NBC management. Appointment rounds out top management team of Tinker, Segelstein and Mulholland. **PAGE 23.**

'TIME' MARCHES ON ☐ It agrees to buy UA-Columbia's half interest in the USA Network. And Time will go for 100% ownership if proposed partner in deal, Paramount, decides not to buy other 50% held by another Gulf + Western subsidiary, Madison Square Garden Productions. **PAGE 24.**

NO PIGGYBACKING, PLEASE ☐ Chronicle Broadcasting objects to NBC's attempt to eliminate PTAR entirely by enlarging on San Francisco broadcaster's petition for excision of off-network provision of rule. **PAGE 25.**

NAB PLANNING ☐ Executive committee works on positions it will take at October meeting with Canadian and Mexican broadcasters, authorizes directional antenna book, urges FCC action on AM stereo. **PAGE 25.**

ARBITRON RERANKING ☐ New market-by-market estimates of TV homes reflect extensive changes and some restructuring of ADI's. **PAGE 26.**

CARIBBEAN CONFLICT ☐ Talks about mutual AM interference problems between U.S. and Cuba are cordial. But American negotiators are upset about *New York Times* story that U.S. plans agency to beam special broadcasts to island nation. **PAGE 27.**

BUSINESS

CTAM IN BOSTON ☐ It was learning experience in building for tomorrow at conference of Cable Television Administrative and Marketing Society last week. **PAGE 28.** Keynoter Daniel Bell warns against promising too much too soon. **PAGE 29.** Track Day offers sessions on advertising, addressability, tier marketing and potential information services. **PAGE 29.** Capsule reports on CTAM workshops. **PAGE 30.** Ted Turner vows fight to death in cable news. **PAGE 31.** Representatives of new technologies explain how they will interact with cable. **PAGE 32.**

MEDIA

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MIAMI BEACH PLANNING ☐ NRBA expects convention attendance to match last year's despite travel difficulties and slower economy. **PAGE 34.**

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ANOTHER SOUND ☐ Satellite Music Network set to begin its 24-hour radio service today. **PAGE 38.**

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LAW & REGULATION

AT LOGGERHEADS OVER LOGOS ☐ NAB contends new law mandates that FCC change rules allowing public TV to show symbols of corporate underwriters. NAPTS and PBS claim NAB is making false assumption. **PAGE 41.**

ATLANTA CAMERA BAN ☐ Local press club will ask state supreme court to alter basic guidelines that permitted ruling against TV coverage of Williams trial. **PAGE 42.**

1976

THE 'BROADCASTING' YEARS ☐ Jimmy Carter made it to the White House, thanks in part to TV debates with Gerald Ford. The family-viewing concept was vetoed in the courts and thrown back to the FCC. ABC-TV went from rags to riches in the prime-time ratings. **PAGE 45.**

PROFILE

CHEERS FROM THE OUTPOSTS ☐ Ray Timothy has served in the trenches at four NBC-owned outlets. That's one reason affiliates feel they will enjoy a special kinship with the new president of NBC-TV network. **PAGE 71.**

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behind FM," said Krasnow, who also cited results from a recent listeners survey presented at NAB's Radio Programing Conference (BROADCASTING, Aug. 24).

As expected, the executive committee canceled the meeting NAB's joint board of directors had tentatively planned to hold this month. It set Oct. 18 for a Capitol Hill reception for Edward O. Fritts, NAB's new joint board chairman.

Changes abound in Arbitron rankings

In latest market-by-market list of TV homes, top 13 remain the same, but after that there's much switching; four ADI's no longer measured separately

Arbitron Television's new market-by-market estimates of TV homes, released last week, result in extensive changes in market rankings, some large and some small, throughout the 211 areas of dominant influence, or ADI's ("Closed Circuit," Aug. 24).

The new estimates, developed from total-homes estimates provided by Market Statistics Inc. and based on 1980 census data, are projected to Jan. 1, 1982, and will be used by Arbitron in its local audience measurements starting in October. They replace estimates made as of Jan. 1 of this year and used in Arbitron's May and July sweeps (BROADCASTING, June 15).

The new estimates total 81,486,300 U.S. TV homes, 2.9% more than those used in May and July.

Four ADI's that were in the earlier list are missing from the new one. Anchorage, which had ranked 170th, is no longer being measured by Arbitron. Charlottesville, Va., which had been 198th, is now part of the Richmond, Va., ADI (56th). Dubuque, Iowa, which was 200th, becomes part of Cedar Rapids/Waterloo (77th). And Flagstaff, Ariz., which was 209th, becomes part of the Phoenix ADI (25th). One new ADI emerges this year—Sarasota, Fla., which had previously been included in the Tampa-St. Petersburg market.

Rankings of the top 13 markets remain unchanged from the earlier estimates, but four others in the top 20 do change, two by two positions, two by one position. In the 21-30 ADI group there are six changes. Between 31 and 40 there are four, and between 41 and 50 there are six. In each group of 10 ADI's from that point on, changes predominate (see table).

A.C. Nielsen Co. is currently developing its new market-by-market estimates, which officials said will be ready shortly after Sept. 1.

In the following table, "old" rank is from the estimates used for the May and July sweeps. The "new" rank and estimates are those to be used beginning in October.

New rank	Old rank	Market	New TV Households
1	1	New York	6,410,900
2	2	Los Angeles	4,140,000
3	3	Chicago	2,968,100
4	4	Philadelphia	2,385,800
5	5	San Francisco	1,959,000
6	6	Boston	1,878,600
7	7	Detroit	1,661,400
8	8	Washington	1,465,800
9	9	Cleveland	1,394,800
10	10	Dallas-Ft. Worth	1,360,800
11	11	Houston	1,276,400
12	12	Pittsburgh	1,224,900
13	13	Miami	1,106,200
14	16	Minneapolis-St. Paul	1,094,200
15	15	Seattle-Tacoma	1,087,000
16	14	Atlanta	1,085,800
17	18	St. Louis	1,024,300
18	17	Tampa-St. Petersburg	937,800
19	19	Denver	874,900
20	20	Baltimore	862,900
21	21	Sacramento-Stockton, Calif.	811,400
22	22	Indianapolis	796,700
23	23	Portland, Ore.	788,300
24	28	Hartford-New Haven, Conn.	785,000
25	24	Phoenix	731,000
26	27	Cincinnati	702,800
27	29	Kansas City, Mo.	696,700
27	25	San Diego	696,700
29	26	Milwaukee	678,700
30	30	Nashville	655,700
31	31	Buffalo, N.Y.	608,000
32	32	Charlotte, N.C.	606,400
33	34	Orlando-Daytona Beach, Fla.	597,500
34	37	New Orleans	588,400
35	35	Columbus, Ohio	580,600
36	36	Memphis	570,200
37	39	Grand Rapids-Kalamazoo-Battle Creek, Mich.	565,900
38	38	Greenville-Spartanburg, S.C.-Asheville, N.C.	551,000
39	33	Providence, R.I.-New Bedford, Mass.	548,900
40	40	Raleigh-Durham, N.C.	548,400
41	41	Oklahoma City	533,100
42	42	Louisville, Ky.	524,000
43	43	Charleston-Huntington, W.Va.	521,600
44	44	Salt Lake City	513,100
45	50	San Antonio, Tex.	491,900
46	47	Norfolk-Portsmouth-Newport News-Hampton, Va.	485,900
47	48	Birmingham, Ala.	480,700
48	49	Dayton, Ohio	472,500
49	46	Wilkes Barre-Scranton, Pa.	461,900
50	52	Albany-Schenectady-Troy, N.Y.	457,400
51	51	Greensboro-Winston Salem-High Point, N.C.	451,700
52	45	Harrisburg-York-Lancaster-Lebanon, Pa.	445,500
53	54	Flint-Saginaw-Bay City, Mich.	442,400
54	53	Little Rock, Ark.	440,400
55	56	Shreveport, La.-Texarkana, Tex.	429,700
56	59	Richmond, Va.	428,300
57	57	Tulsa, Okla.	422,900
58	58	Wichita-Hutchinson, Kan.	408,400
59	55	Toledo, Ohio	401,200
60	60	Knoxville, Tenn.	395,700
61	61	Mobile, Ala.-Pensacola, Fla.	387,500
62	63	Jacksonville, Fla.	369,100
63	65	Des Moines, Iowa	359,600
64	67	Fresno, Calif.	358,900
65	62	Roanoke-Lynchburg, Va.	352,200
66	66	Syracuse, N.Y.	350,500
67	69	West Palm Beach, Fla.	349,000
68	64	Green Bay, Wis.	347,800
69	68	Omaha	336,800
70	71	Albuquerque, N.M.	333,500
71	70	Rochester, N.Y.	329,900
72	76	Portland-Poland Spring, Me.	322,300
73	72	Davenport, Iowa-Rock Is.-Moline, Ill.	322,000
74	74	Paducah, Ky.-Cape Girardeau, Mo. Harrisburg, Ill.	320,900
75	73	Spokane, Wash.	320,300
76	75	Springfield-Decatur-Champaign, Ill.	314,000
77	79	Cedar Rapids-Waterloo, Iowa	313,500
78	82	Bristol-Kingsport-Johnson City, Tenn.	286,000
79	83	Lexington, Ky.	285,700
80	77	Chattanooga, Tenn.	280,300
81	81	South Bend-Elkhart, Ind.	277,200
82	85	Springfield, Mo.	274,900
83	78	Johnstown-Altoona, Pa.	274,400
84	80	Jackson, Miss.	271,300
85	88	Tucson, Ariz.	255,600
86	84	Lincoln-Hastings-Kearney, Neb.	247,700
87	96	Columbia, S.C.	242,100
88	90	Evansville, Ind.	240,900
89	94	Baton Rouge, La.	240,300
90	89	Huntsville-Decatur-Florence, Ala.	239,500
91	91	Youngstown, Ohio	233,300
92	86	Austin, Tex.	229,300
93	92	Springfield, Mass.	227,000
94	97	Ft. Wayne, Ind.	219,400
95	87	Peoria, Ill.	218,600
96	93	Lansing, Mich.	213,900
97	98	Sioux Falls-Mitchell, S.D.	209,400
98	104	Fargo, N.D.	209,300
98	95	Waco-Temple, Tex.	209,300
100	100	Burlington, Vt.-Plattsburgh, N.Y.	207,700
101	99	Greenville-New Bern-Washington, N.C.	203,300
102	101	Colorado Springs-Pueblo	197,900
103	111	Savannah, Ga.	192,500
104	103	Madison, Wis.	190,800
105	107	Las Vegas	190,200
106	102	El Paso, Tex.	187,200
107	105	Augusta, Ga.	187,100
108	106	Rockford, Ill.	185,600
109	109	Columbus, Ga.	183,300
110	114	Monroe, La.-El Dorado, Ark.	179,300
111	113	Charleston, S.C.	178,900
112	108	Salinas-Monterey, Calif.	178,500
113	120	Lafayette, La.	178,000
114	112	Amarillo, Tex.	174,600
115	110	Duluth, Minn.-Superior, Wis.	173,400
116	115	Santa Barbara-Santa Maria-San Luis Obispo, Calif.	170,100
117	117	Joplin, Mo.-Pittsburg, Kan.	168,900
118	117	Wheeling-Steubenville, W. Va.	166,500
119	123	Montgomery, Ala.	165,700
120	128	Eugene, Ore.	163,500
121	124	Yakima, Wash.	163,300
122	122	Ft. Myers-Naples, Fla.	161,700
123	116	Terre Haute, Ind.	161,200
124	119	Beaumont-Port Arthur, Tex.	160,300
125	120	Wichita Falls-Lawton, Tex.	157,900
126	130	Wilmington, Del.	157,000
127	126	La Crosse-Eau Claire, Wis.	156,500
128	134	Tallahassee, Fla.	156,000
129	132	McAllen-Brownsville, Tex.	154,700
130	131	Corpus Christi, Tex.	154,200
131	125	Sioux City, Iowa	152,800
132	127	Wausau-Rhinelander, Wis.	151,200
133	129	Binghamton, N.Y.	147,500
134	137	Traverse City-Cadillac, Mich.	146,600
135	135	Reno	146,000
136	142	Bluefield-Beckley-Oak Hill, W. Va.	145,800
137	136	Erie, Pa.	145,400

New rank	Old rank	Market	New TV Households
138	138	Lubbock, Tex.	145,100
139	140	Macon, Ga.	144,300
140	141	Boise, Idaho	141,500
141	149	Topeka, Kan.	139,600
142	138	Rochester, Minn.-Mason City, Iowa-Austin, Minn.	138,500
143	144	Columbus-Tupelo, Miss.	138,400
144	142	Chico-Redding, Calif.	131,400
145	145	Minot-Bismarck-Dickinson, N.D.	131,300
146	146	Quincy-Hannibal, Mo.	128,500
147	132	Columbia-Jefferson City, Mo.	124,700
148	148	Odessa-Midland, Tex.	124,300
149	147	Ft. Smith, Ark.	120,700
150	151	Bakersfield, Calif.	120,300
151	154	Bangor, Me.	119,300
152	155	Medford, Ore.	115,800
153	152	Missoula-Butte, Mont.	112,200
154	153	Abilene-Sweetwater, Tex.	111,500
155	150	Albany, Ga.	109,100
156	156	Utica, N.Y.	100,700
157	160	Florence, S.C.	98,800
158	—	Sarasota	95,000
159	158	Idaho Falls-Pocatello	93,300
160	157	Tyler, Tex.	92,000
161	166	Rapid City, S.D.	87,600
162	161	Laurel-Hattiesburg, Miss.	83,000
163	159	Elmira, N.Y.	82,000
164	169	Alexandria, La.	81,800
165	165	Panama City, Fla.	80,400
166	164	Alexandria, Minn.	79,300
167	162	Salisbury, Md.	79,200
168	174	Billings-Hardin, Mont.	75,800
169	163	Clarksburg-Weston, W. Va.	75,500
170	168	Dothan, Ala.	74,600
171	167	Watertown-Carthage, N.Y.	74,500
172	173	Lake Charles, La.	71,600
173	176	Gainesville, Fla.	70,300
174	175	Ardmore-Ada, Okla.	69,100
175	181	Greenwood-Greenville, Miss.	66,600
176	172	Jonesboro, Ark.	66,000
177	177	Great Falls, Mont.	63,900
178	178	El Centro-Yuma, Ariz.	58,000
179	180	Biloxi-Gulfport-Pascagoula, Miss.	57,400
180	183	Eureka, Calif.	54,900
*81	181	Palm Springs, Calif.	54,600
182	171	Meridian, Miss.	54,300
183	184	Casper-Riverton, Wyo.	53,000
184	182	Marquette, Mich.	52,400
185	187	Roswell, N.M.	52,300
186	186	Grand Junction, Colo.	49,900
187	179	Cheyenne, Wyo.	49,500
188	188	Tuscaloosa, Ala.	48,700
189	185	St. Joseph, Mo.	47,600
190	195	Harrisonburg, Va.	46,200
191	189	Jackson, Tenn.	44,000
192	193	Lafayette, Ind.	41,200
193	199	Bowling Green, Ky.	40,800
194	190	Anniston, Ala.	40,700
195	192	Lima, Ohio	39,400
196	194	Mankato, Minn.	37,400
197	197	San Angelo, Tex.	34,900
198	196	Parkersburg, W. Va.	34,500
199	204	Ottumwa, Iowa-Kirksville, Mo.	30,400
200	203	Twin Falls, Idaho	30,300
201	200	Zanesville, Ohio	30,000
202	205	Presque Isle, Me.	29,100
203	202	Laredo, Tex.	28,900
204	206	Farmington, N.M.	26,000
205	211	Selma, Ala.	25,500
206	207	Bend, Ore.	24,000
206	208	Victoria, Tex.	24,000
208	212	Helena, Mont.	16,700
209	210	North Platte, Neb.	15,800
210	213	Alpena, Mich.	15,100
211	214	Miles City-Glendive, Mont.	10,800

U.S.-Cuba hold AM interference discussions

Talks in Washington seem to be proceeding in 'friendly' manner; U.S. team upset over 'Times' article on proposed station to broadcast to Cuba

U.S. and Cuban officials met at the State Department last week in delicate and difficult talks involving problems of mutual AM interference. The talks, which began on Monday and ended on Friday, were described by U.S. officials as encouraging, and as being carried on in a "friendly" atmosphere. But a *New York Times* report on Thursday that the U.S. is considering the establishment of a radio station to broadcast to Cuba about its internal developments for a time had members of the U.S. team in the talks worried.

The talks were the second between the two countries as they prepared for the western hemisphere conference to begin in Rio de Janeiro in November on developing a regional plan for use of the AM band. Cuba poses a particular problem for the U.S. because it proposes to establish 188 new AM stations, many of them of high power, and many apt to cause interference to U.S. stations.

The initial bilateral talks, in Havana, in April, provided the Americans who participated no grounds for optimism. Proposals that the Cubans lower power and employ directional antennas were received coolly. The Cubans contended that the "only" solution to the interference problem was adoption of the proposal to reduce AM channel spacing from 10 khz to 9 khz and thus open up 12 new channels (BROADCASTING, April 13). Increasing the pressure on the Americans as the date for the new talks approached was the fact that the U.S. has now turned its back on the 9 khz proposal.

Nevertheless, the talks last week were said to have gotten off to a good start. The opening statements, by Kalmann Schaefer, who is assistant to FCC Chairman Mark Fowler for international communications and who will lead the U.S. delegation to Rio, and Manuel Yepe, who headed the Cuban team, set what was described as a cordial tone. Schaefer on Thursday said "both delegations have been receptive and forthcoming in identifying viable technical options for resolving or minimizing mutual interference problems."

Thus, the Cubans have complaints about interference as do the Americans. Although officials declined during the talks to discuss the contents in any detail, it was understood the Americans were continuing to suggest that lower-power, directional antennas and realignment of stations are among the answers to how Cuban stations could cover the island without interfering with stations in the U.S. and elsewhere in the hemisphere. One of the Americans involved said proposals "go far beyond those." He also indicated that suggestions offered by the Cubans would mean changes in the service of some U.S. stations. "To what extent U.S. stations will be affected [to deal with interference to Cuban stations] will be set out later," he said.

No decisions were made during the talks. But, Schaefer said, "to agree on options [for resolving incompatibilities], you need a common technical language. We're developing that language." A member of the U.S. team agreed: "Both sides have a desire to improve the situation, and progress is being made. We'll take this a step at a time." A press release to be issued today (Monday) simply described the talks as "constructive and in many ways encouraging."

But clouding the generally sunny attitude was the story in the *Times*, attributed to Reagan administration "officials," regarding the consideration allegedly being given to the creation of "a separate agency for broadcasts to Cuba about internal developments and other news being censored in the Cuban press." The story even reported a possible name for the station—"Radio Broadcasting to Cuba." (Senator Jesse Helms [R-N.C.], who is chairman of the Senate Foreign Relations subcommittee on the western hemisphere, introduced legislation in June to designate all Voice of America broadcasts to Cuba "Radio Free Cuba.")

The leaking of the story during the week in which the talks with the Cubans were under way (it appeared on a day when the talks were in recess) dismayed and shocked the Americans involved. "It sure doesn't help prospects for the discussions," one official said. Even apart from the possible impact on the talks with the Cubans, one State Department official said it was "stupid" to have aired talk of the new enterprise once plans were evidently in a very early and tentative stage. He said the project could be derailed by any of a number of obstacles. "And if you don't do it, you look foolish."

The *Times* said the proposed broadcasts to Cuba would be similar to those of Radio Free Europe to Eastern Europe and Radio Liberty to the Soviet Union, and are "one of the priority projects under study to demonstrate firmness toward Cuban activities in the western hemisphere and elsewhere."

However, the Americans were breathing easier following the final session on Friday. The *Times* story had not been discussed. U.S. officials in the Cuban talks feared word of the project could torpedo efforts to resolve a problem that is of major concern to U.S. broadcasters. They note that Cuba has made clear its annoyance with the current level of VOA broadcasts to the island. VOA's 50 kw station on Marathon Key, in Florida, is frequently mentioned by the Cubans when Americans express concern about Cuba's plans to put two 500 kw stations on the air.

Next in line for moral scrutiny: cable programing

Morality in Media kicks off campaign for state, local laws against offensive material

Morality in Media, a New York-based organization claiming 50,000 members nationwide, has launched a campaign against cable-TV programing it considers indecent.

The group, led by the Rev. Morton Hill, S.J., is pushing for local and state laws that would ban "patently offensive" material from cable.

According to Hill, "We're concerned about the sex industry and its move into cable."

Through Bruce Eberle & Associates, handling Morality in Media's direct mail and fund-raising campaigns, 150,000-200,000 letters are going out with former Dallas Cowboys quarterback Roger Staubach as spokesman. The mailing includes a postcard to be sent to local mayors and also asks for contributions to the cause.

In addition, Hill soon plans a nationwide trip to address about 30 "town meetings" to stir up grass-roots action and gain media coverage. Financing for the current effort is said to have come from contributions received after a direct-mail test last March to 44,000 people.

Hill will be presenting the local gatherings with a "model ordinance" against "indecent material" on cable.

Paul J. McGeady, Morality in Media's general counsel, said the model ordinance is based on a proposed bill to ban indecent fare that the FCC submitted to Congress, without success, in 1976.

Indecency, as defined in the model ordinance, is the "representation or verbal description" of a "human sexual or excretory organ or function"; "nudity"; "ultimate sexual acts, normal or perverted, actual or simulated," and "masturbation," which "under contemporary community standards of cable television is patently offensive."

An example of the programing Morality in Media hopes to take off cable is the syndicated *Midnight Blue* series. "Hard-R" films also are targets.

Satellite-delivered program marketplace

Preview Channel will offer show samples and information to TV and cable systems

What its backers refer to as "an electronic trade magazine" for broadcasters and cable programers is set to debut Oct. 19 over the Satcom I satellite. The Preview Channel, according to its president and owner, James Speck, is designed "to replace the tedious, time-consuming search for product on the part of program buyers, and for outlets on the part of producers."

The Los Angeles-based channel will transmit program samples and pertinent information to potential buyers over Satcom I's transponder 21 from 10 p.m. to 1:30 a.m. five nights each week. The service is not intended for a consumer audience, but for distributors, syndicators, program marketers, advertisers, producers and investors. User cost is $5,500 for two separate half-hour plays and a two-to-three-line listing in the channel's monthly program guide.

"The Preview Channel gives clients an opportunity to reach 250 TV stations and more than 4,500 cable stations nationwide simultaneously," Speck explained. He anticipates that relatively few people will watch the service in real time, electing instead to videotape presentations of interest based on program guide listings.

The channel is a service of Speck's The Marketplace, which is also offering a mechanism for buyers to acquire product at a discount.

"A producer or distributor may presell a program at a lower rate to assure production funds," says Speck. "We will help both parties by setting up a Marketplace Trust Account using a letter of credit forwarded from the television or cable buyer. While letters are in deposit (at a major Los Angeles bank), the producer or distributor will receive a statement showing the amount of credit in trust. With this statement investors can be assured of the saleability of a production. When the product is delivered, the funds are released from payment." The account is being supervised by Peat, Marwick, Mitchell & Co. of Los Angeles.

Ratings Roundup

With seven of the week's top-10 programs and four winning nights, CBS-TV swamped its network competitors for the week ended Aug. 23. It was low summer ratings as usual, but CBS managed more than a two-point rating lead.

The averages were CBS with a 15.4 rating/28 share to ABC-TV's 13.0/24 and NBC-TV's 12.8/24.

Of the week's 66 shows, only 11 were original. Only one first-run program, an NBC half-hour *Irene* special (scheduled between its Wednesday *Diff'rent Strokes* and *Quincy* hits), made it into the top half of the ratings rankings with a 16.3/27.

Preseason football brought ABC a mediocre 10.8/24 on Friday (Los Angeles vs. San Diego) but NBC a better 13.6/28 on Saturday (Pittsburgh vs. Dallas). Elsewhere CBS pulled only a 10.4/22 on Friday with a *Good Evening Captain* special (bringing early morning's *Captain Kangaroo* to prime time at 8 p.m.).

Only five shows scored a 20 or better rating and all on CBS: *The Jeffersons, Trapper John M.D., Circus of the Stars, Alice* and *M*A*S*H.*

During the week, CBS won Monday, Thursday, Friday and Sunday; ABC took Tuesday and Saturday, and NBC was first on Wednesday.

CBS claimed victory for the 14th consecutive week.

The First 20

1.	*The Jeffersons*	CBS	23.5/39
2.	*Trapper John, M.D.*	CBS	22.4/39
3.	*Circus of the Stars* (special)	CBS	22.1/39
4.	*Alice*	CBS	21.3/35
5.	*M*A*S*H*	CBS	20.7/34
6.	*House Calls*	CBS	19.5/32
7.	*Diff'rent Strokes*	NBC	19.4/33
8.	*Dukes of Hazzard*	CBS	18.7/36
9.	*Ha:t to Hart*	ABC	18.5/33
10.	*Too Close for Comfort*	ABC	18.4/31
11.	*Three's Company*	ABC	17.7/31
12.	*Love Boat*	ABC	16.6/32
13.	*Little House on the Prairie*	NBC	16.5/30
14.	*Lou Grant*	CBS	16.5/29
15.	*Irene* (special)	NBC	16.3/27
16.	*60 Minutes*	CBS	16.2/34
17.	*Quincy, M.E.*	NBC	15.9/28
18.	*Dallas*	CBS	15.8/32
19.	*Fantasy Island*	ABC	15.6/29
20.	*Barney Miller*	ABC	15.6/28

The Final Five

62.	*Foul Play*	ABC	9.6/18
63.	*Eight is Enough*	ABC	9.4/20
64.	*Lobo*	NBC	9.1/17
65.	"Buck Rogers" (movie)	NBC	9.0/16
66.	*ThoseAmazingAnimals*	ABC	8.5/18

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